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This note, in the form of annotated briefing slides, briefly describes completed and planned surveys in the Rand-DoD Survey Group, a component of Rand's Manpower, Mobilization and Readiness Program. The history, objectives and proposed design for a series of military and civilian surveys are outlined. The note is the documentation of a briefing presented at the OSD/MRA&L/OUUSDRE&E Conference of OSD Manpower and Logistics Studies Centers held at The Rand Corporation, April 24-25, 1979. 17 pp. (Author)

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RAND-DEPARTMENT OF DEFENSE SURVEY RESEARCH PROGRAM, FISCAL YEARS
1978-1979

Zahava D. Doering

A Rand Note

prepared for the

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE/
MANPOWER, RESERVE AFFAIRS AND LOGISTICS



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PREFACE

This Note was prepared as part of Rand's Defense Manpower Studies Program, sponsored by the Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics)--OASD(MRA&L). The study was under Task Order 79-V-1, Survey Research.

With manpower issues assuming an ever greater importance in defense planning and budgeting, the purpose of this studies program is to develop broad strategies and specific solutions for dealing with present and future defense manpower problems. This program includes the development of new methodologies for examining broad classes of manpower problems, as well as specific problem-oriented research. In addition to providing analysis of current and future manpower issues, it is hoped that this studies program will contribute to a better general understanding of the manpower problems confronting the Department of Defense.

This Note provides an overview of the Survey Research project at Rand--part of an effort to improve the quality of sample survey data--with particular emphasis on the data collection now in progress. It is the documentation of a briefing presented at the OSD/MRA&L/OUSTR&E Conference of OSD Manpower and Logistics Studies Centers held at The Rand Corporation, April 24-25, 1979.

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SUMMARY

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As input into policy formulation, the Office of the Secretary of Defense (OSD) relies on data from the automated personnel files (which can be used to track accessions, promotions, attritions, etc.) and sample survey data. As part of an effort to improve the quality of the sample survey data, a Survey Research project was established at Rand. The goal of the current project is to design, develop, and institutionalize a sample survey data collection program in MRA&L as well as undertake responsibility for primary data collection efforts within the Rand Defense Manpower Studies Program.

One of the project's objectives is to provide policy sensitive information about a military life cycle: enlistment decisions, career orientations, responses to policies that affect military members and their households, attrition, and decisions to leave the military. At the present time, two "life cycle" surveys are in the data collection phase. The first, the 1978 DoD Survey of Officers and Enlisted Personnel, is a large-scale survey of the Active Force population. The second, the 1979 Survey of Personnel Entering Military Service, is designed for data collection at the point of entry into military service, i.e., after initial processing at the Armed Forces Entrance Examination Stations. ←

A second objective of the project is to develop a capability which could be used for data collection for specific topics of interest. At the present time, data collection oriented toward special topics is restricted to supporting on-going research projects in the Rand Program. One survey, the 1978 Selected Reserve Reenlistment Bonus Test Survey, has been completed and the data are in the analysis phase. A second effort, the 1979 Reserve Studies Surveys, is in the planning phases.

A third objective of the project is to develop mechanisms for DoD participation in studies of civilian populations which are of interest to military policymakers. Project staff have participated in planning for DoD and Service participation in the 1979 National Longitudinal Survey of Youth, an effort funded by the Department of Labor. A funding

consortium of DoD, the Office of Naval Research, the Air Force Office of Scientific Research and the Army Research Institute is sponsoring the interviewing of an additional 1,500 military personnel both in CONUS and overseas in this survey.

A set of planning considerations need to be considered in the future development of a DoD data collection program. These include decisions about the periodicity of military life cycle surveys, development of procedures for the selection and implementation of special topic surveys, and routinization of mechanisms for interface with Service data collection activities and the civilian sector.

Independent of the more general planning issues are a set of technical considerations which need to be considered in future efforts, e.g., special sampling and response rate problems. Finally, it is the project's assessment that ensuring general, high-level administrative support for survey data collection is the most difficult and critical issue for future efforts. A viable survey program cannot be implemented without a serious commitment of resources at the OSD level; otherwise, the lack of reliable, high-quality data will continue to plague policy efforts.

ACKNOWLEDGMENTS

The author wishes to thank the many individuals in the Department of Defense and the Services who have contributed to this research project by giving freely of their time and providing valuable insights and support. Special appreciation is due to Lieutenant Colonel John D. Johnston, Director, Research and Data, in the Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics), and Kenneth C. Scheflen, Chief, Defense Manpower Data Center (DMDC), for their encouragement and patience.

The research described in this Note is the result of the joint efforts of the Rand project staff, especially Jennifer Hawes, survey coordinator for the *1978 DoD Survey of Officers and Enlisted Personnel*, and Jane Morse, coordinator for the *1979 Survey of Personnel Entering Military Service*. Other Rand colleagues who have made major contributions to this project are Richard V. L. Cooper, David Grissmer, Deborah Hensler, and William Hutzler.

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RAND/DEPARTMENT OF DEFENSE SURVEY RESEARCH PROGRAM,
FY 1978-1979

At the OSD level, the two primary sources of data on behavior, attitudes, and intentions of military members, are the automated personnel files (which can be used to track accessions, promotions, attritions, etc.) and sample survey data. Other individual level data that eventually reach OSD policy level are either based on very small samples, derived through face-to-face interactions, observations, and visits to field installations, or filtered through the command structures of the Services. When this project was initiated in November 1977, Rand and its OSD client felt a lack of current statistical information that can be used to support policy changes and provide information about preferences, orientations, and past behaviors of military personnel in response to policy changes. This lack was partly due to the absence of a coherent survey approach toward military personnel with DoD.

Within several years, it is the goal of the current project to design, develop, and institutionalize a sample survey data collection program in MRA&L that would meet several objectives (Chart 1). *First*, the program would provide policy-sensitive information about a military life cycle: enlistment decisions, career orientations, responses to policies that affect military. Chart 1 lists a possible set of surveys that would compose this effort. *Second*, a data collection capability is required that could be used for specific topics of interest. For example, DoD-wide opinions about a range of retirement options could be rapidly collected with such a capability as input to a legislative proposal or hearing. *Third*, DoD needs to initiate and participate in studies of civilian populations that are of interest to military policymakers. Part of the current gap on military personnel, especially pre-military and post-service experience, can best be addressed by extension of ongoing periodic civilian studies. In addition, it may be useful to understand reenlistment or separation decisions in the context of studying households. Besides developing data collection instruments

PROPOSED DOD SURVEY DATA COLLECTION ACTIVITIES

OBJECTIVES

- PERIODIC SURVEYS OF MILITARY LIFE CYCLE
- CAPABILITY FOR SPECIAL TOPIC DATA COLLECTION
- PARTICIPATION IN CIVILIAN POPULATION SURVEYS

MILITARY LIFE CYCLE

- ENTRY POINT: AFEES SURVEY OF PERSONNEL ENTERING MILITARY SERVICE
- IN-SERVICE: DOD SURVEY OF OFFICERS AND ENLISTED PERSONNEL
DOD SURVEY OF RESERVE PERSONNEL
- EXIT POINT: DOD SURVEY OF OFFICERS AND ENLISTED PERSONNEL
SEPARATING FROM SERVICE

SPECIAL MILITARY DATA

- TOPICS DETERMINED BY SPECIFIC REQUIREMENTS

CIVILIAN POPULATION

- PRE-MILITARY: MARKETING STUDIES
YOUTH POPULATION SURVEYS
- IN-SERVICE: MILITARY HOUSEHOLD STUDIES
- POST-MILITARY: POPULATION SURVEYS
LABOR FORCE STUDIES

Chart 1

and providing initial analyses from the data, such a program should also emphasize the *technical* aspects of data collection.

During FY 1978 and FY 1979 we undertook several major activities toward this goal. In this briefing, I'd like to first identify each of these activities and then present additional detail about our work. I also hope to demonstrate some of the links between this project and work being conducted and planned in other projects of the Manpower Program.

Surveys sponsored by MRA&L are of two kinds:

- o Ongoing surveys administered at regular intervals that provide data to a broad clientele, and

- o Special surveys oriented to specific research or policy issues, generally linked to a specific analytic effort.

During FY 1978 and early FY 1979 (Chart 2), we reviewed and totally redesigned the two major ongoing surveys, the *Survey of Officers and Enlisted Personnel* (DoD) and the *Survey of Personnel Entering Active Service* (AFEES), and participated in discussions about other research efforts. In FY 1978, we designed a major special topic survey for an existing Rand project, the *Selected Reserve Reenlistment Bonus Test Survey*, and assisted several other Rand data collection efforts. In FY 1979, we are continuing work on the DoD and AFEES surveys; our major program-specific survey efforts are the *Reserve Studies Surveys*.

PROJECT COMPONENTS FY 1978 - 1979

SURVEYS: DESIGN, ADMINISTRATION AND PRELIMINARY ANALYSIS

● OSD SURVEYS

- 1978 DoD Survey of Officers and Enlisted Personnel
- 1979 Survey of Personnel Entering Active Service (AFEES)
- Special Topic Survey

● MM&R PROGRAM SURVEYS

- 1978 Selected Reserve Reenlistment Bonus Test Survey
- 1979 Reserve Studies Surveys

TECHNICAL SUPPORT ACTIVITIES

● OSD SURVEY BRANCH PROCEDURES

CIVILIAN SURVEYS

- 1979 National Longitudinal Survey of Youth (DOL)
- 1980 High School and Beyond Survey (HEW)
- Current Population Survey

A second thrust of our research effort has been a series of data-related projects, all having as an end product the availability of high-quality data for research and policy analysis.

As part of our original (FY 1978) task statement, we agreed to help reorganize the Survey Branch in the Defense Manpower Data Center (DMDC). First, we drafted a set of operating procedures for DMDC. We assisted DMDC in a review of a survey data bank for archiving DoD Service and civilian survey data files. The utilization and implementation of our suggestions will depend upon the level of resources which MRA&L wants to commit to a Survey Branch as part of its research agenda.

As indicated earlier, we feel that part of the current data gap on military personnel can best be addressed by *extension* of and participation in ongoing periodic civilian studies. Several major examples of data from ongoing research that could be used as input to DoD policy discussions are the Current Population Surveys (CPS), the 1979 National Longitudinal Survey of Youth supported by the Department of Labor, and, possibly, the 1980 Department of Health, Education, and Welfare study, *High School and Beyond* (HSB). These civilian studies will be discussed later in the briefing.

The basic strategy of our group is the same one that professional survey organizations routinely use. The current staff, affiliated with Rand's Survey Research Unit, has extensive experience in the civilian sector that can be applied to the military arena. The military population presents a unique challenge to our group because of its mobility, authority and command structure, interservice variations, and wide CONUS and overseas dispersal. Substantively, the military issues for which survey data are required differ considerably from those for the civilian population because of unique compensation systems, fringe benefits, and military style of life. In the past year and a half, we have learned how to address these issues using surveys and how to adapt "civilian technology" to the military environment.

In Chart 3 we have the general structure of the program, with the functions divided into *three* categories: *design and analysis*, *survey*, and *survey support*. The activities listed are by no means complete; they are only illustrative of the differences in skills and resources

SURVEY PROGRAM STRUCTURE

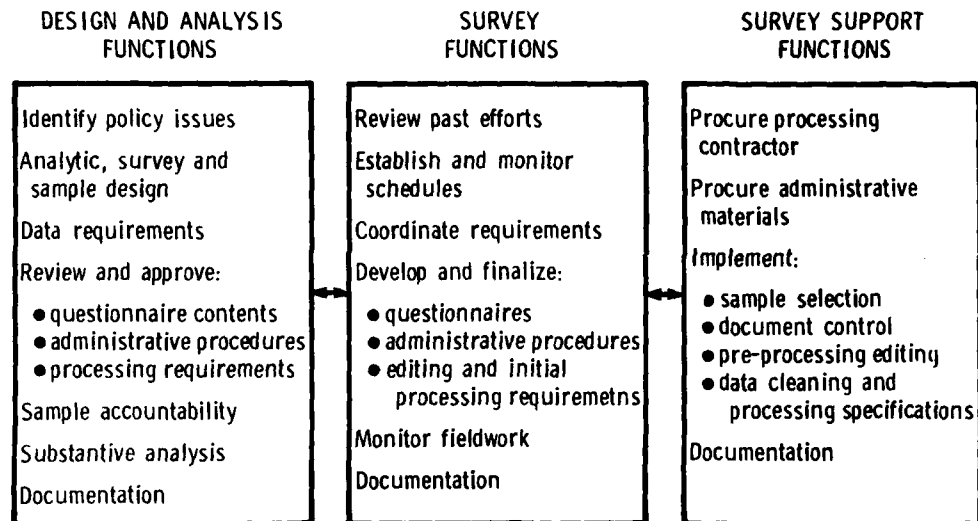


Chart 3

required in professional data collection efforts. Obviously, a great deal of coordination is required between the functional areas, and much of the work is iterative. (To cite but one example, a sample design would be developed as part of the work of an analytic team, procedures for selecting a sample are generally developed as part of the survey function, while we view implementation activities, such as programming, tape acquisition, etc., as support functions. When a sample is selected, both the design and analysis team and the survey professionals review the results prior to data collection.)

At present, the Design and Analysis and Survey functions are part of the Rand contract; the Survey Support functions are performed at DMDC, under Rand guidance. Prior to FY 80, we will be conducting discussions with DoD and DMDC about the feasibility of transferring additional functions to DMDC.

Next, I'd like to discuss our major survey efforts: *The DoD Personnel Survey* review (Chart 4) indicated that it needed major redesign.

DOD PERSONNEL SURVEY

HISTORY

- Conducted in 1971, 1973, and 1976
- Primarily used to collect information rather than data for policy analysis
- Poor sample accounting, response rates, and documentation

OBJECTIVE

- Increase understanding of the effects of management practices on the military life cycle
- Complements Rand projects on career force management and compensation

1978 DESIGN

- SUBSTANTIVE ORIENTATION
 - Economic and labor force variant addressed to issues of compensation, civilian sources of income, economic determinants of reenlistment and career decisions, etc.
 - Military life variant addressed to issues of rotation policies, readiness, intergroup relations, etc.
- SAMPLE
 - Stratified by service, grade, and years of service
 - Approximately 27,000 Officers and 66,000 Enlisted sampled
- DATA COLLECTION AND ADMINISTRATIVE PROCEDURES
 - Large-scale pretesting prior to final development of questionnaire
 - Utilization of service channels for data collection
 - Requirement on services for sample accountability
 - Implementation of techniques to increase response rates
 - Rand monitoring of fieldwork, data editing, and cleaning

Chart 4

It was mandatory to establish closer coordination between the data collected and the manpower research and policy decisions that the data would address. The review and the substantive redesign were completed in FY 78. Part of the redesigned *DoD Personnel Survey*, one questionnaire variant--having both enlisted and officer versions--is designed to collect detailed economic and labor force data, to provide comprehensive information on military family income, and to furnish insights into the decisionmaking of military personnel. The second part of the data collection, the second variant--also having both enlisted and officer versions--focuses on quality of life indicators and evaluations of a range of current policy orientations.

The data from the economic variant will support a range of analyses; for example:

- o Comparison of military and civilian incomes for equivalent age and education groups.
- o Comparison of job opportunities and income for military household members with those for their civilian counterparts.
- o Analysis of projected career patterns under different retirement options.
- o Analysis of projected reenlistment decisions with complete data on military income, etc.

The second variant is more of an amalgam of different topics, each of which can be viewed as a minisurvey to be analyzed to address a special policy issue. These include:

- o Rotation issues
- o Morale and readiness
- o Attrition
- o Utilization of women
- o Intergroup relations

The data collection period for the *DoD Personnel Survey* ended in April. DMDC is now editing questionnaires and preparing them for processing by an optical scanning contractor. Chart 5 summarizes the sample, the administrative structure, and the current status of the fieldwork.

Unlike field operations for previous DoD surveys, we imposed stringent requirements for sample accountability on all the military administrative units responsible for data collection. That is, sample lists and accounting forms were provided to all individuals involved in the data collection; they are responsible not only for returning questionnaires, but for detailed accounting for individuals who were not available to participate--e.g., PCS, TDY, ill, separations, refusals, etc. This reporting structure will allow for an accurate statistical analysis of the sample of returned questionnaires, as well as provide valuable information about operational constraints of data collection in the military.

DOD PERSONNEL SURVEY (Cont.)

● FIELDWORK

	ARMY	NAVY	MARINE CORPS	AIR FORCE	DOD TOTAL
ACTUAL SAMPLE SIZE	24,789	26,482	22,610	19,235	93,116
EXPECTED COMPLETED QUESTIONNAIRES	24, 13,560	14,380	12,930	13,720	54,590
PLANNED RESPONSE RATE (%)	54.7	54.3	57.2	71.3	58.6
ADMINISTRATIVE UNITS	70*	3,361	907	120	4,458
<u>CURRENT STATUS**</u>					
ADMINISTRATIVE UNITS REPORTING	18	2,113	509	54	2,694
QUESTIONNAIRES RECEIVED	3,172	13,847	7,376	7,306	31,701
RESPONSE RATE (%)	12.8	52.3	32.6	38.0	34.0

* Excludes direct mail, N = 8,676

** 10 April, 1979

Chart 5

In the Army, Personnel Survey Control Officers (PSCOs) are responsible for survey administration in CONUS. The primary contact is the Survey Branch, Army Military Personnel Center (DAPC-MSF-S). We are using direct mail procedures in surveying Army personnel stationed in most overseas locations, where PSCOs are not available.

Currently, the Department of the Navy does not have a general survey capability for either the Navy or the Marine Corps; consequently, special arrangements have been made for both of those Services. In the Navy, the Commanding Officer of each unit containing sampled individuals is responsible for administering the *DoD Personnel Survey*. The primary contact designated by the Navy is the Research, Development and Studies Branch, Office of the Chief of Naval Operations (OP-102). In the Marine Corps, all Marine Corps Commands (MMCs) that contain sample individuals are administering surveys. The primary contact

designated for the Marine Corps is the Manpower Management Information Systems Branch (MC-MMI) in the Manpower Plans and Policy Division of Marine Corps Headquarters.

In the Air Force, the Consolidated Base Personnel Offices (CBPOs) are responsible for survey administration, and our primary contact is the Survey Branch, Air Force Military Personnel Center (AFMPC-YPS).

As this brief description illustrates, the administrative structures responsible for this survey are different among the Services. The task of designing administrative procedures, therefore, becomes a problem of ensuring comparability of procedures while allowing for structural variance.

In examining this status report, I would like to note that part of the variation in the response rates is a function of the dates on which the surveys were mailed to each of the Services; e.g., the Navy sample was fielded about one month before the Army sample. In addition, the survey structure developed for the Navy, i.e., direct mailing to the unit level, combined with a special set of messages sent by the Navy to Commanders, has clearly had a positive impact on the overall response rate.

A final assessment of the effectiveness of different procedures and approaches will be made after the processing is completed later this summer.

The 1979 Survey of Personnel Entering Active Service (AFEES) (Charts 6 and 7) was designed to collect information about the enlistment decisionmaking process and to provide a comprehensive socioeconomic portrait of incoming recruits. In addition, we will collect a set of behavioral and attitudinal information that can be used in subsequent follow-up research on first-term attrition and career patterns, and exploratory data to be used in future studies of women recruits. Data will also be available for studying the recruiting environment, e.g., recruiter contact, Service transferability, etc. The data requirements for this survey necessitated the design of *two* questionnaires, each of which is administered to half of the sample.

Through built-in linkages, the new design will allow for individual follow-up *both* through the use of the automated files at DMDC and

1979 AFEES SURVEY OF PERSONNEL ENTERING ACTIVE SERVICE

HISTORY

- Conducted intermittently 1970-1976
- Primarily viewed as information source for recruiting efforts, Congressional reporting
- Different sampling plans used in successive surveys
- Surveys scheduled without consideration of differences in characteristics of recruits at different time in the year
- Poor sample accountability and quality control in the field

OBJECTIVE

- Increase understanding of enlistment decisionmaking and role of Armed Forces in youth labor markets
- Complements Rand projects on active force supply, attrition and women in the military

Chart 6

1979 AFEES SURVEY OF PERSONNEL ENTERING ACTIVE SERVICE (Cont.)

1979 DESIGN

- **SUBSTANTIVE ORIENTATION**
 - Baseline study for attrition research and retention issues
 - Detailed analysis of educational, occupational and social context in which enlistment decision is made
 - Exploration of recruiting environment in which enlistment decision is made, e.g., recruiter and service contacts, information sources, interservice competition, etc.
 - Exploratory data for future studies of female entrants
- **SAMPLE**
 - Non-prior service men and women
 - Personnel either entering the DEP on day of interview or "shipping out" without having been in DEP
 - 100% of sample eligible accessions during two twenty-day periods (April and September 1979) at all AFEES
- **DATA COLLECTION AND ADMINISTRATION**
 - Sample eligibility verified by AFEES personnel
 - Group-administered after post swearing-in briefing
 - Rand monitoring of fieldwork, data editing and cleaning

Chart 7

through later individual interviews. By collecting relevant geographic information, the data can also be linked to the Automated Recruit Market System maintained by DMDC.

Finally, the schedule of the AFEES surveys, April and September, will allow us to compare the entering cohorts with youth who choose civilian career paths and who are interviewed in the Department of Labor NLS study and by the Bureau of the Census in the March Current Population Survey.

A minor effort of the project in 1979 (Chart 8), and one contingent on the execution of our major tasks, is preliminary work in the areas of exit/separation/attrition.

In combination with the *DoD Personnel Survey* and the *AFEES Survey*, such a study would complete a data collection series on a military life cycle for the Active Force population.

SPECIAL TOPIC STUDIES OF PERSONNEL LEAVING THE ARMED FORCES

HISTORY

- SERVICE OR SPECIALTY-SPECIFIC SMALL-SCALE STUDIES
- SERIOUS PROBLEMS IN OBTAINING RESPONDENT COOPERATION
- PAST DESIGNS INCLUDED ONLY "LEAVERS" WITHOUT CONTROL POPULATION OF "STAYERS"

OBJECTIVE

- INCREASE UNDERSTANDING OF THE DETERMINANTS OF RETENTION AND REENLISTMENT BEHAVIOR
- COMPLEMENTS RAND PROJECTS ON CAREER FORCE MANAGEMENT AND COMPENSATION

RAND DESIGN

- ONLY PRELIMINARY PLANNING PHASES SCHEDULED FOR FY 1979

As indicated earlier, the 1978 *Selected Reserve Reenlistment Bonus Test* (Chart 9) was our major special topic survey for FY 78 and one directly linked into an analytic effort in the Rand program. The background, design, and preliminary findings from this effort will be presented in another briefing in this meeting.

From a methodological perspective, designing and implementing this survey provided us with the experience for large-scale data collection in the Reserve population.

1978 SELECTED RESERVE REENLISTMENT BONUS TEST PROGRAM

OBJECTIVE

- TO ANALYZE THE EFFECTIVENESS OF THE 1978 SELECTED RESERVE REENLISTMENT BONUS IN THE ARMY RESERVE AND NATIONAL GUARD

EXPERIMENTAL DESIGN

- MATCHING TEST AND CONTROL SIDES
- ELIGIBILITY ROSTERS DETERMINED PRIOR TO TEST INITIATION
- ADMINISTRATION OF SURVEY QUESTIONNAIRES
- CONTINUOUS MONITORING OF REENLISTMENTS

SAMPLE

- ALL RESERVISTS IN SELECTED STATES (NATIONAL GUARD) AND AREAS (RESERVES) WHO MEET THE FOLLOWING CRITERIA
 - LESS THAN 8 YEARS OF SERVICE
 - ORIGINAL NPS ENLISTMENT
 - ETS IN 1978
 - SATISFACTORY PARTICIPATION
 - MOS QUALIFIED

DATA COLLECTION AND ADMINISTRATION

- MONTHLY ADMINISTRATIVE REPORTS RECEIVED THROUGH RESERVE AFFAIRS
- SELF-ADMINISTERED QUESTIONNAIRES SENT TO RAND FOR PROCESSING

A major new effort for this year is the 1979 *Reserve Studies Surveys*, now in the planning phase (Charts 10 and 11). As noted by others, the Reserve forces are not systematically surveyed by DoD. Because of the increasing role of the Reserves as part of the total force and the current liability of the Reserves to meet readiness standards in many cases, the Reserve issues have taken on unusual importance. We are planning both a *Unit Survey* to collect general unit characteristics and a *Reserve Personnel Survey* for data collection from members of sampled units.

Although the personnel survey will be conducted in the context of a Rand research project, a major portion of the data collected will be analogous to the *DoD Personnel Survey*, modified for the Reserve population. Recalling our life cycle mode of surveys, the *Reserve Personnel Survey* can become the ongoing, in-service data collection vehicle for this population. As a DoD survey program is institutionalized, it may also be appropriate to routinize data collection from new Reservists, i.e., a modification of the AFEES Survey, and to address the issue of data collection from individuals who separate from the Reserves.

I referred earlier to the 1979 *National Longitudinal Survey of Youth*, a new effort related to the well-known National Longitudinal Surveys, the "Parnes surveys" (Chart 12).

As a result of a funding consortium between DoD, the Office of Naval Research, the Air Force Office of Scientific Research, and the Army Research Institute, 1,500 additional military personnel--both in CONUS and overseas locations--are being interviewed in the baseline period of the new study.

We had the opportunity to review the questionnaire and help design a section so that accurate data are collected about military experience. In addition to collecting reliable data about the service experience of the military subsample, special military questions are also being asked of the total sample. For example, everyone between the ages of 17 and 21 is being asked about any contact with recruiters, whether or not they have taken ASVABs, etc. The whole sample, i.e., ages 14 to 21, is being asked some general attitudinal items about military service, etc. It is important to realize that subsequent interviewing waves of this

1979 RESERVE STUDIES SURVEYS

HISTORY

- Component and special topic small scale-surveys previously conducted
- Serious problems in obtaining administrative and respondent support
- Rand 1978 Selected Reserve Bonus Survey major DoD data collection experience

OBJECTIVE

- Increase understanding of constraints on and opportunities for improving Army Reserve and National Guard capabilities and personnel manning at local, unit level
- Supports Rand projects on mobilization and reserve capability, reserve supply and reserve management

Chart 10

1979 RESERVE STUDIES SURVEYS (CONT)

1979 DESIGN: IN PLANNING PHASES

● ORIENTATION

- Unit Survey designed to collect general unit characteristics and unit commander data
- Reserve Personnel Survey designed to collect civilian and military characteristics, experiences and attitudes

● SAMPLE

- 200-300 units possibly stratified by location, mission and manning level
- 100% membership of selected units

● DATA COLLECTION AND ADMINISTRATIVE PROCEDURES

- Similar to DoD Personnel Survey
- Reserve Personnel Survey administered during drills

Chart 11

CIVILIAN SURVEYS

1979 NATIONAL LONGITUDINAL SURVEY OF YOUTH (DOL)

- SAMPLE
 - 6,000 men, 6,000 women between 14-21
 - 1,500 additional military personnel
- PERSONAL INTERVIEWS (1979-1984)
 - Detailed family, educational and occupational history
 - Special military section designed by Rand
- FUNDING CONSORTIUM OF DOD, OFFICE OF NAVAL RESEARCH, AIR FORCE OFFICE OF SCIENTIFIC RESEARCH AND ARMY RESEARCH INSTITUTE FOR MILITARY SAMPLE

1980 HIGH SCHOOL AND BEYOND SURVEY (HEW)

- SAMPLE
 - 36,000 High-school seniors in 1,000 schools
 - 36,000 High-school sophomores in 1,000 schools
 - Special parent samples
- SELF-ADMINISTERED QUESTIONNAIRES
 - Information requirements defined by NCES and substantially the same contents as the 1972 Study
 - Student, parent and school questionnaires
- PARTICIPATION CURRENTLY UNDER CONSIDERATION BY DOD

Chart 12

survey will follow up the baseline sample independently of their status; thus, as members of the civilian sample enter military service, appropriate interviews will be conducted.

Both the cross-sectional and longitudinal files resulting from this study will support a broad range of military-related analyses, e.g., enlistment supply, attrition, the value of military training in the private sector, and numerous comparative analyses between individuals who enter the military and those who pursue other career routes.

Another major civilian study, *High School and Beyond*, is in the planning stages. MRA&L has asked us to review the proposals for this study and to make recommendations about possible DoD involvement.

In conclusion, I'd like to make a few comments about some of the issues that need to be considered in the future development of a DoD data collection program. First, there is the list of general planning considerations shown in Chart 13. The topics are self-explanatory; the solutions will require careful consideration of data requirements, organizational structures and procedures, and available resources.

ISSUES IN DOD SURVEY DATA COLLECTION ACTIVITIES

PLANNING CONSIDERATIONS

- PERIODICITY OF MILITARY LIFE CYCLES SURVEYS
- SELECTION AND IMPLEMENTATION OF SPECIAL TOPIC SURVEYS
- INTERFACE WITH SERVICE DATA COLLECTION ACTIVITIES
- INTERFACE WITH CIVILIAN DATA COLLECTION EFFORTS
- ARCHIVING OF SURVEY DATA

Chart 13

Second, and independent of the more general planning issues, are a set of technical considerations, listed in Chart 14. These items can be described as our list of the "lessons learned" in the past year and a half of conducting survey research in the military environment.

From a pragmatic perspective, the sample and questionnaire related issues can be easily solved. However, it is our assessment that obtaining general administrative support for survey data collection is the most difficult and critical issue. A viable survey program cannot be implemented without a serious commitment of resources at the OSD level; otherwise, the lack of reliable, high-quality data will continue to plague policy efforts.

ISSUES IN DOD SURVEY DATA COLLECTION ACTIVITIES (Cont.)

TECHNICAL CONSIDERATIONS

■ SAMPLE RELATED

- CENTRALIZED SELECTION WITH LOCAL VERIFICATION MOST EFFECTIVE
- LEAD TIME NEEDED FOR SAMPLE SELECTION CREATES SAMPLING ISSUES
- RIGID SAMPLE ACCOUNTABILITY REQUIREMENTS MANDATORY

■ ADMINISTRATIVE

■ TOP-LEVEL SUPPORT MANDATORY

VISIBLE SUPPORT BY MILITARY OFFICIALS

ALLOCATION OF ADMINISTRATIVE RESOURCES

UTILIZATION OF MILITARY TIME FOR SURVEY PARTICIPATION

■ DETAILED INSTRUCTIONS WITH INTERACTIVE MONITORING REQUIRED

■ QUESTIONNAIRE DEVELOPMENT

- EXTENSIVE PRETESTING REQUIRED FOR SUBSTANTIVE AND TECHNICAL INPUT

Chart 14